

TANGIBLE RESULT #6

Communicate Effectively With Our Customers



Every MDOT employee has to communicate with customers, some on a daily basis. It is critical to communicate clearly, concisely, timely and accurately with customers.

RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

TANGIBLE RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Katie Bennett
Maryland Transportation Authority (MDTA)

PURPOSE OF MEASURE:

To examine and analyze the social media activities of each MDOT TBU to gauge if MDOT is communicating effectively with customers/followers.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

MDOT gathers social media analytics for this measure from MDOT Twitter and Facebook accounts.

NATIONAL BENCHMARK:

N/A

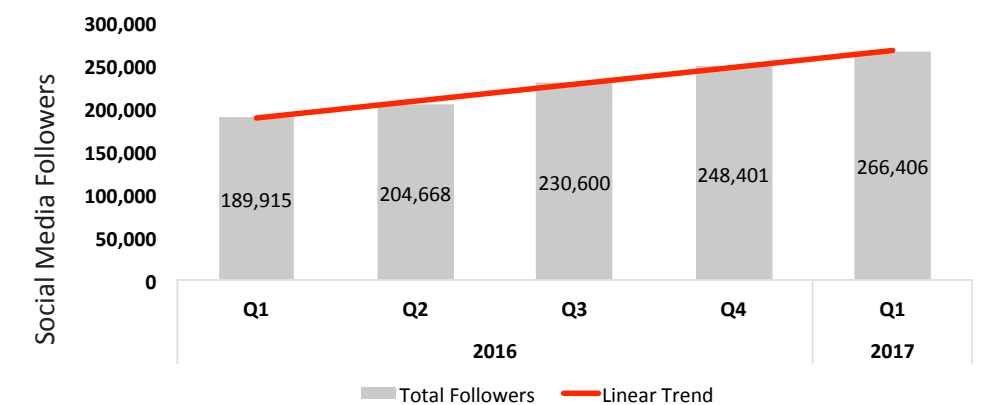
PERFORMANCE MEASURE 6.1A

Communicate Effectively Utilizing Social Media: Social Reach

Social media has become a standard method for businesses to communicate with their customers. MDOT uses social media channels to disburse clear and accurate information to their customers and the media in a timely manner.

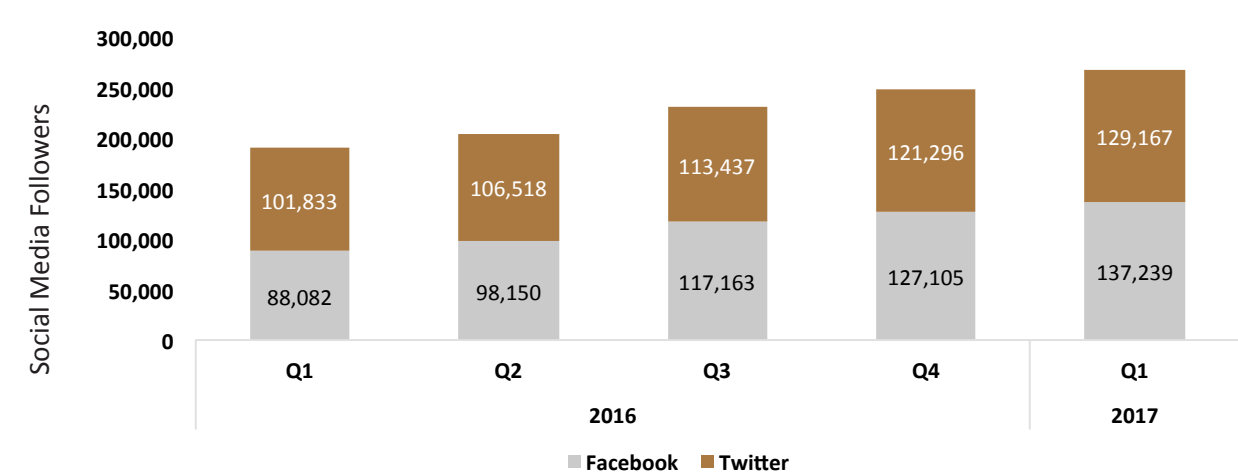
"Social Reach" measures the number of customers who have seen MDOT messages on Facebook and Twitter. MDOT strives to reach customers through the channels they use. Efforts are focused on developing social media strategic skills and programs MDOT-wide to enhance social reach. To date, MDOT proudly has nearly 270,000 fans on social media and continues to grow by at least 3% each month.

Chart 6.1A.1: Total MDOT Social Media Followers 2016-2017



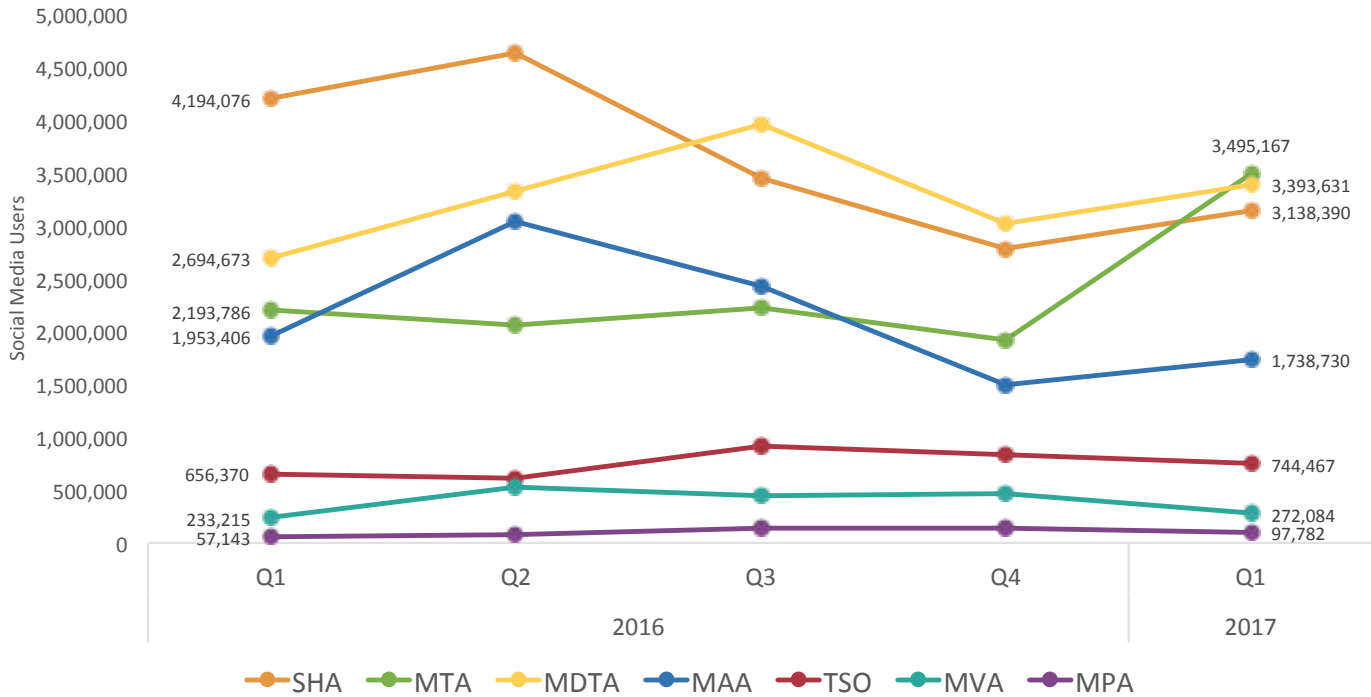
PERFORMANCE MEASURE 6.1A
Communicate Effectively Utilizing Social Media: Social Reach

Chart 6.1A.2: MDOT Social Media Followers by Platform 2016-2017



PERFORMANCE MEASURE 6.1A
Communicate Effectively Utilizing Social Media: Social Reach

Chart 6.1A.3: Total MDOT Users Reached on Social Media by TBU 2016-2017



Communicate Effectively With Our Customers

Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Richard Scher
Maryland Port Administration (MPA)

PURPOSE OF MEASURE:

To examine and analyze the social media activities of each MDOT TBU to gauge if MDOT is communicating effectively with our customers/followers.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

MDOT gathers social media analytics for this measure from all MDOT Twitter and Facebook accounts.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.1B

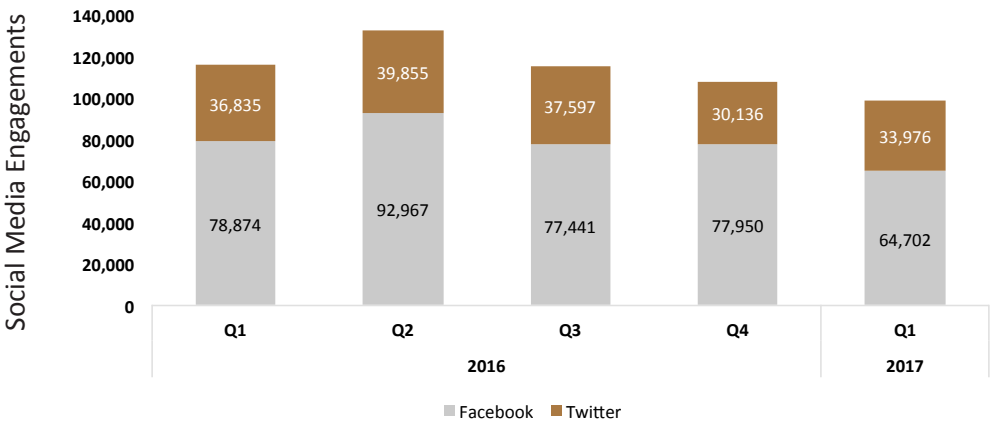
Communicate Effectively Utilizing Social Media: Social Engagement

While “social reach” measures the total number of people who have seen a message, “social engagement” recognizes how followers engaged with that message. Engagements initiate opportunities to communicate interactively with customers.

To determine the effectiveness of its social media communication, MDOT measures social engagement across all MDOT social media accounts, looking for trends in likes, comments and shares to better provide content its followers will enjoy and find informative. Through education and training, MDOT staff are determined to heighten the social experience of their customers.

MDOT continues to learn the interests of its customers through social media channels to provide the content customers expect.

Chart 6.1B.1: MDOT Social Media Engagements by Platform 2016-2017



TANGIBLE RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Sharon Rutzebeck
Motor Vehicle Administration (MVA)

PURPOSE OF MEASURE:

To track how clearly and effectively MDOT communicates with customers at public meetings.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

Data will be collected via survey at all public meetings hosted by MDOT business units. The data will be owned and housed by the business unit in charge of the public meetings and sent to MVA on a quarterly basis.

NATIONAL BENCHMARK:

84% (ASCI index)

PERFORMANCE MEASURE 6.2

Satisfaction with Communication at Public Meetings

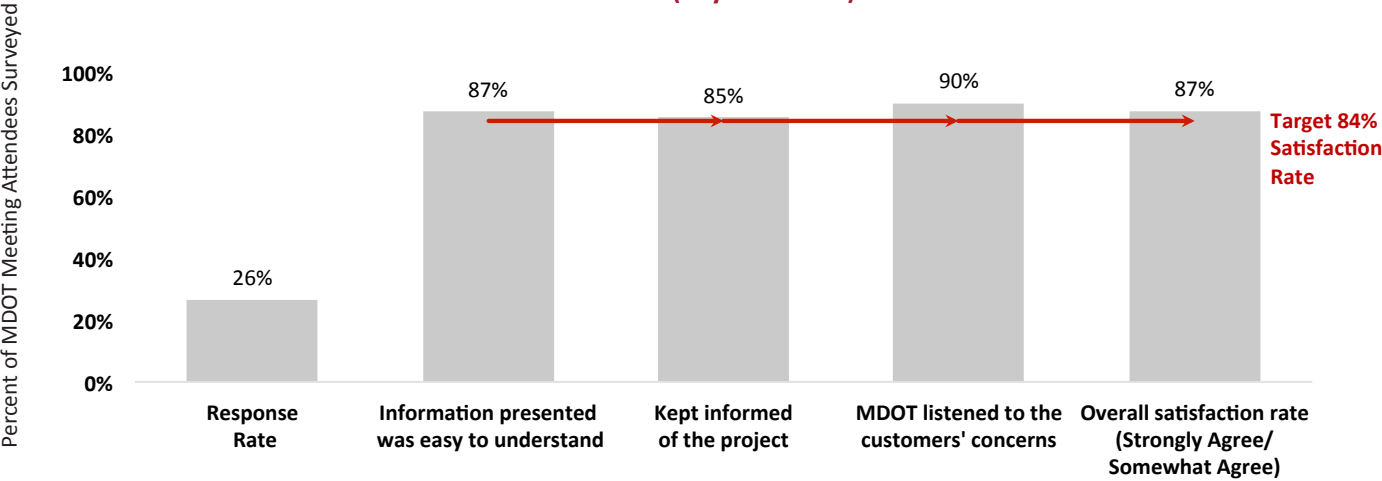
MDOT strongly encourages community participation in its public transportation meetings and workshops. Effective communication with a diverse community is critical for the success of MDOT’s transportation projects. MDOT wants to make certain that its transportation planners, engineers and construction professionals use language, graphics, maps and other project related materials that are customer friendly and easy to understand.

A standardized survey method was used during public meetings and workshops hosted by MDTA, MTA and SHA to measure and track customer perception of how clearly and effectively MDOT personnel communicated with the community. From July 2017 – February 2017, 87 percent of customers (127 customers) surveyed during eight separate MDOT events indicated they were satisfied with the project information received during these meetings.

MDOT is very pleased to have exceeded its national identified customer satisfaction benchmark of 84%, but wants to continue to implement communication initiatives that will lead to enhanced project information effectiveness and increased customer knowledge. Several action items consist of reviewing and revising project related materials to improve customer understanding, enhancing presentations to promote a customer voice, and ensuring that MDOT representatives always interact positively and professionally while being helpful and responsive to the public.

PERFORMANCE MEASURE 6.2
Satisfaction with Communication at Public Meetings

Chart 6.2.1 : Overall Customer Satisfaction with Communication at Public Meetings
- FY 2017 (July - Feb 2017)



TANGIBLE RESULT DRIVER:
Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:
Jonathan Dean
Maryland Aviation Administration (MAA)

PURPOSE OF MEASURE:
To track number of stories generated to ensure maximum customer reach.

FREQUENCY:
Quarterly

DATA COLLECTION METHODOLOGY:
Data can be derived through software systems.

NATIONAL BENCHMARK:
N/A

PERFORMANCE MEASURE 6.3A
Communicate Effective Through News Releases: Number of News Stories Generated from Major Releases

TBU communications and media relations professionals work to highlight the good work performed by employees across MDOT. These public information leaders use their experience and knowledge to represent MDOT and serve as spokespersons before the news media and general public.

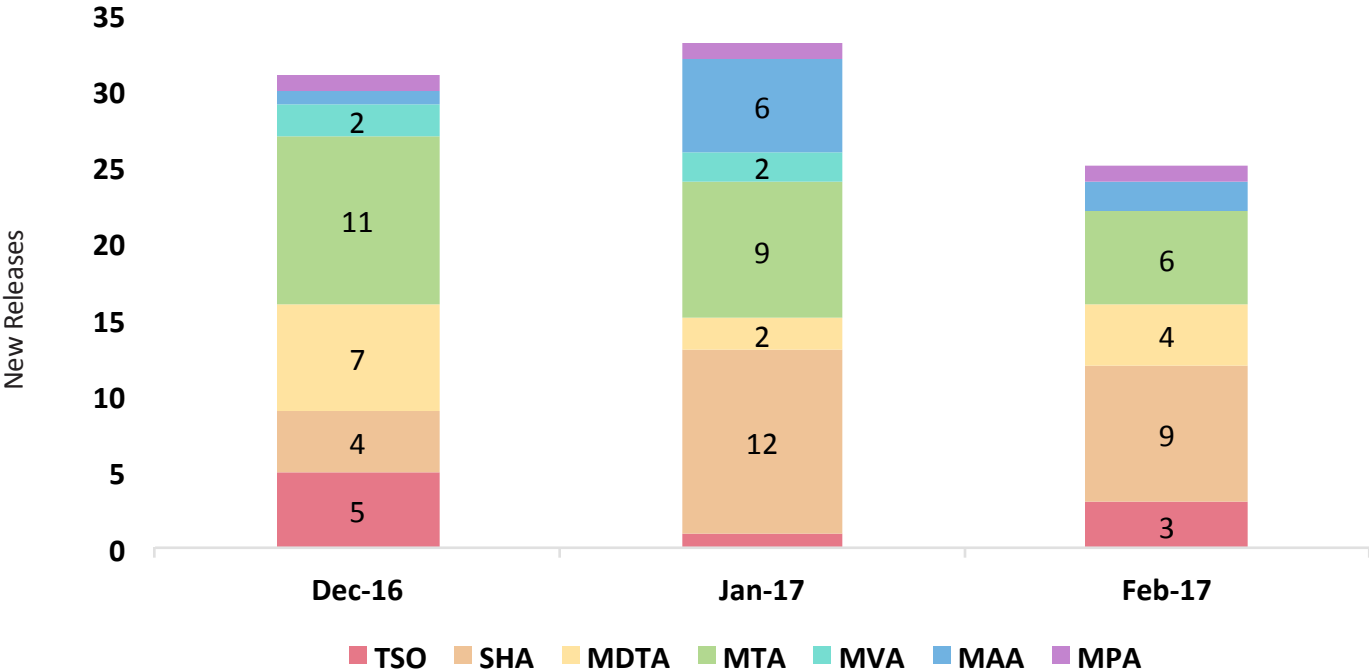
Performance measure 6.3A encourages each MDOT TBU to monitor and analyze the news that it creates and disseminates. Each month, TBUs use a variety of methods to showcase positive aspects of MDOT services and products. Press releases remain an important tool to distribute news to Maryland residents, businesses, and visitors. This performance measure examines the number of press releases issued each month and the corresponding number of news stories that resulted from the press releases.

The press releases created by MDOT TBUs continue to result in broad reach across local, national, international and transportation trade media.

PERFORMANCE MEASURE 6.3A

Communicate Effective Through News Releases: Number of News Stories Generated from Major Releases

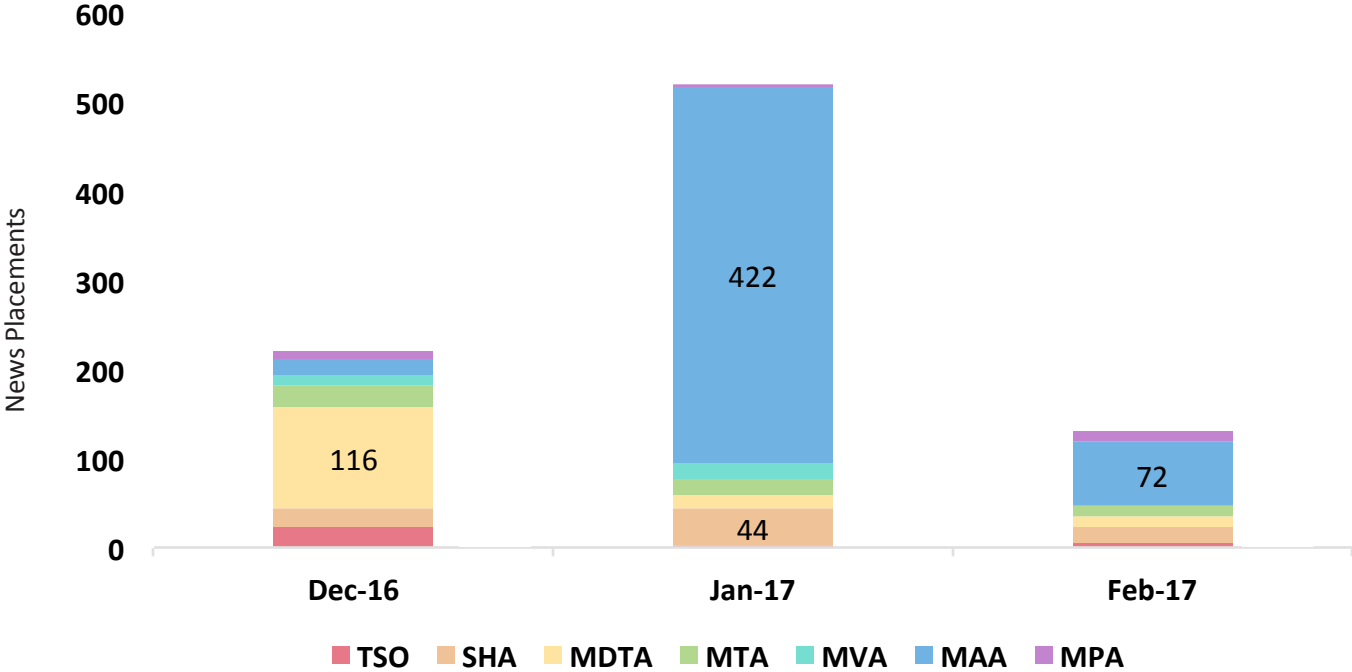
Chart 6.3A.1: Number of News Releases by TBU Dec 2016 - Feb 2017



PERFORMANCE MEASURE 6.3A

Communicate Effective Through News Releases: Number of News Stories Generated from Major Releases

Chart 6.3A.2: Number of News Placements by TBU Dec 2016 - Feb 2017



TANGIBLE RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Valerie Burnette Edgar
State Highway Administration (SHA)

PURPOSE OF MEASURE:

To evaluate the effectiveness of the news releases issued by MDOT. Demonstrates cost effectiveness of releasing public information to media outlets vs. buying advertising space/time.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

Data can be derived through software systems and some of the data is calculated per news story by individuals using advertising rates of media outlets.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.3B

Communicate Effectively Through News Releases: Earned Media Value of Print and Broadcast Coverage Generated by News Releases

Print and broadcast media are the industry standard for business to customer communication. To reach its customers, MDOT has the option to buy advertising space or time in the market or to issue news releases that are then picked up and editorialized by large publications. The latter offers a significant cost-savings to MDOT and the tax-paying public while allowing for MDOT messages to reach more customers quickly and efficiently.

MDOT issues news releases to inform customers of important information they need regarding transportation services and projects. This measure shows the value of print and broadcast stories generated by news releases to determine the cost effectiveness of news releases (reaching customers with news and information without purchasing advertising for public notice).

PERFORMANCE MEASURE 6.3B

Communicate Effectively Through News Releases: Earned Media Value of Print and Broadcast Coverage Generated by News Releases

Chart 6.3B.1: Earned Media Value (EMV) MDOT-Wide June 2016 - Feb 2017

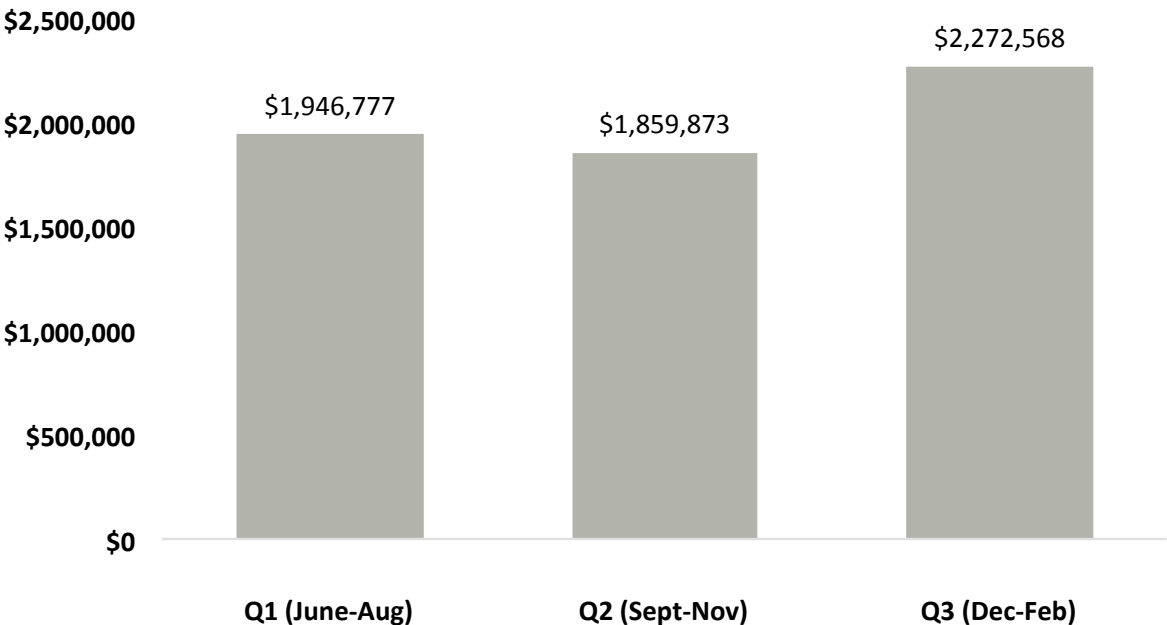
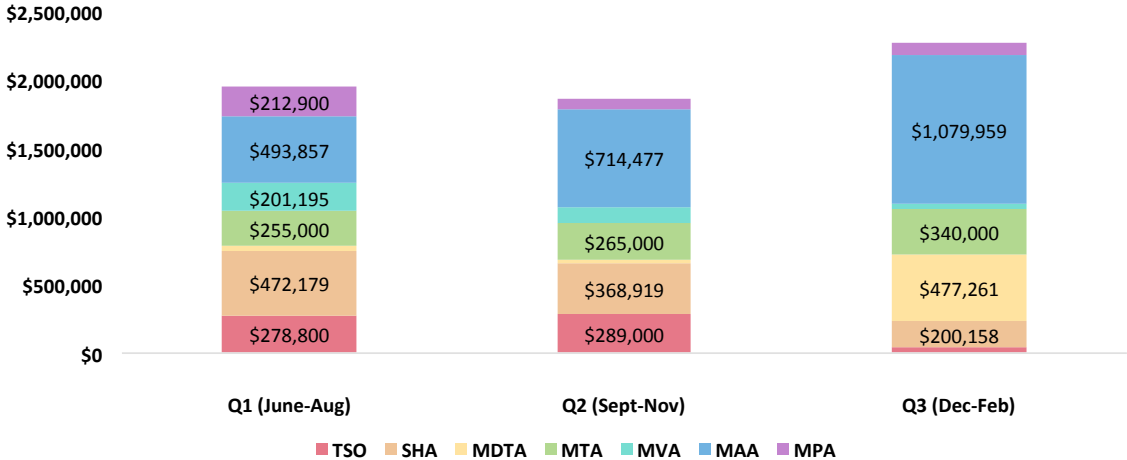


Chart 6.3B.2: Earned Media Value (EMV) by TBU June 2016 - Feb 2017



TANGIBLE RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Valerie Burnette Edgar
State Highway Administration (SHA)

PURPOSE OF MEASURE:

To evaluate the tone of media coverage resulting from news releases.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

MDOT's team will use software that tracks releases and news generated to evaluate tone of news stories.

NATIONAL BENCHMARK:

N/A

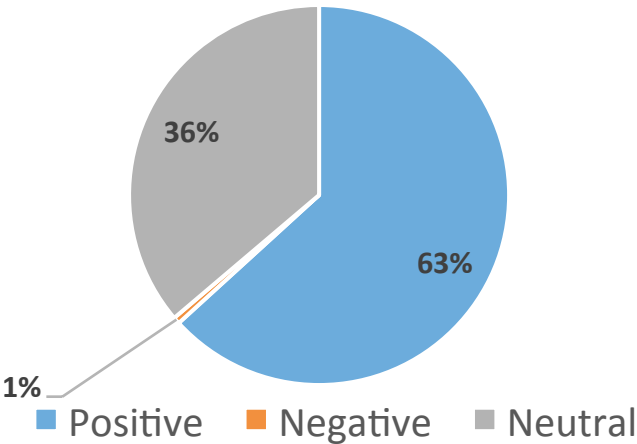
PERFORMANCE MEASURE 6.3C

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

MDOT has a responsibility to inform customers about important information they need relating to services, transportation options and improvements in their communities. One way MDOT shares information is through issuing news releases to the media.

This measure helps MDOT evaluate the tone of print and broadcast news stories that are directly related to MDOT news releases to determine if there is balanced coverage for customers. It also helps MDOT determine if more, less or different information is needed to ensure customers are receiving factual information via news outlets.

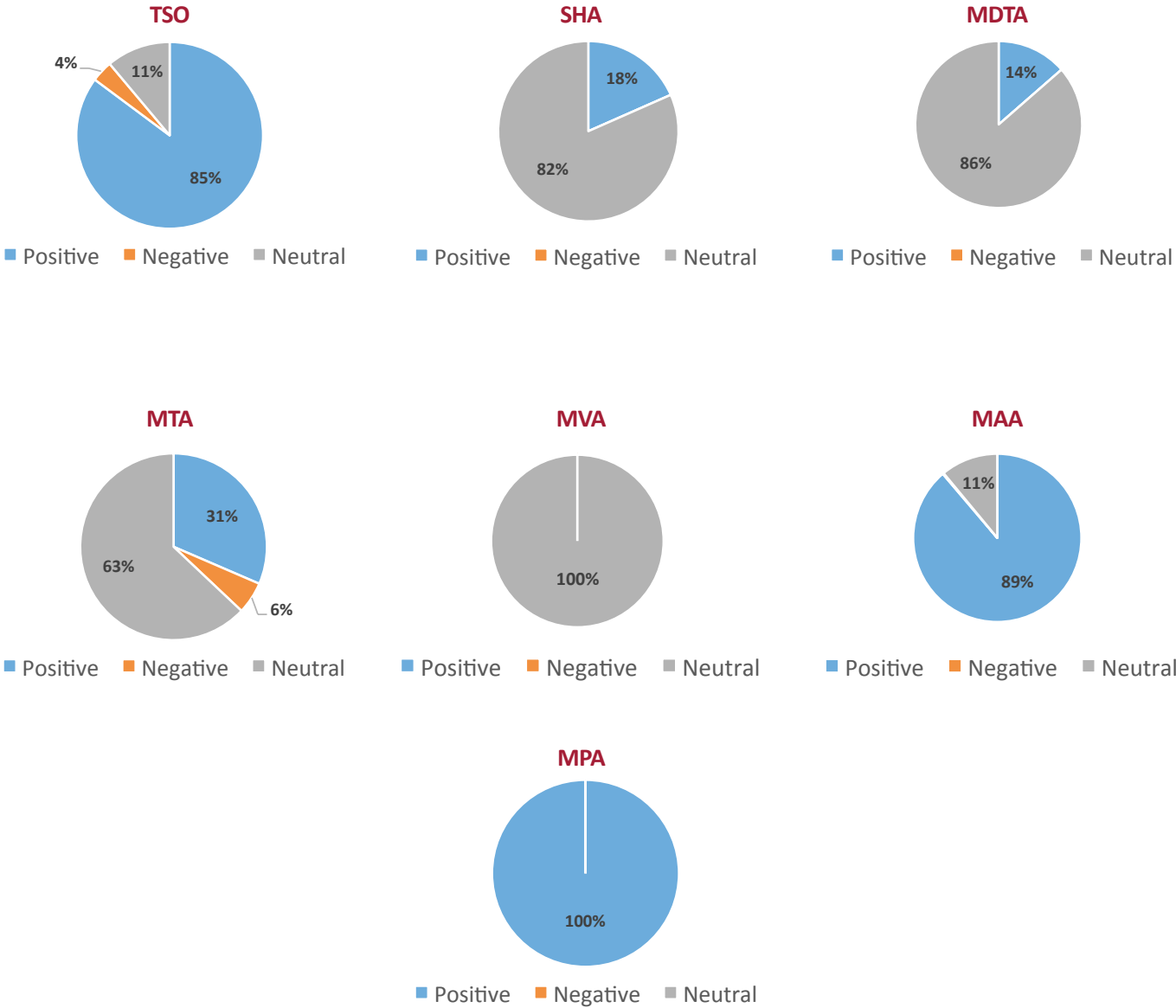
6.3C.1: Overall "News Tone" MDOT-Wide
December 2016 - February 2017



PERFORMANCE MEASURE 6.3C

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

6.3C.1: Overall "News Tone" by TBU December 2016 - February 2017



TANGIBLE RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Lisa Dickerson
The Secretary's Office (TSO)

PURPOSE OF MEASURE:

To assess effective communication via translators at public meetings.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

Translated customer survey deployed at the conclusion of each public meeting.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.4

Communicate Effectively to Customers with English Language Barriers at Public Meetings

Customers, regardless of their proficiency in English, should be able to actively participate in public meetings and review public documents. MDOT is working to provide translation services at all public meetings to ensure that public meetings meet the needs of all of customers, including those with limited English proficiency.

Public meetings are a valuable communication tool for MDOT and its customers. Whether it is a new project that will impact their community or new products and services that impact their transportation experience, public meetings are a place for MDOT customers to receive helpful information.

MDOT is maximizing the use of electronic and social media to achieve this performance measure. Significant progress was made to web sites throughout all of MDOT. MDOT web sites currently allows for translation of over 160 languages and dialects via "Google Translation." Data collection at all TBUs has been standardized and the data includes information from all TBUs except MTA, which will be included in the next report.

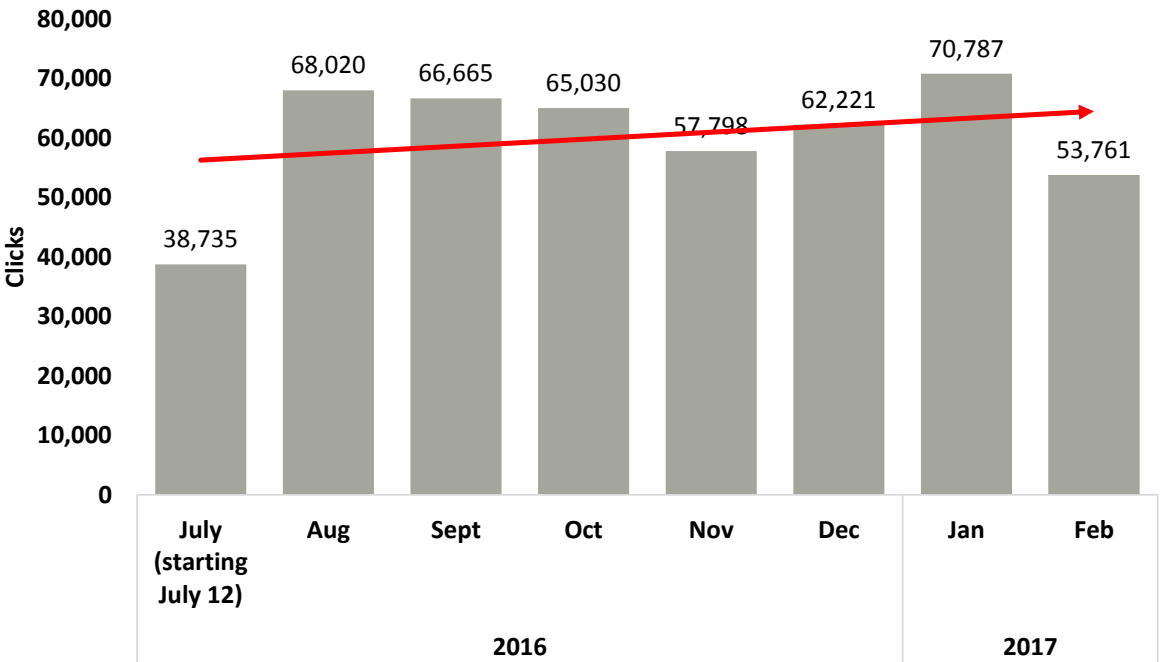
During December, January, and February, MDOT tracked approximately 187,000 Google Translations in 148 different languages and dialects. The top five translations were Spanish, English, French, Chinese, and Vietnamese. Those translating to English are most common on the MAA and MPA web sites, suggesting that the user is switching to English on a browser with a different default language. The following tables highlight the different customer bases using TBU web sites.

Regulations require only the posting of vital documents—Title VI Plan, Process, and Complaint Procedures. The overall strategy is to institutionalize use of translated documents posted electronically and in print for MDOT Public Hearings/Meetings.

PERFORMANCE MEASURE 6.4

Communicate Effectively to Customers with English Language Barriers at Public Meetings

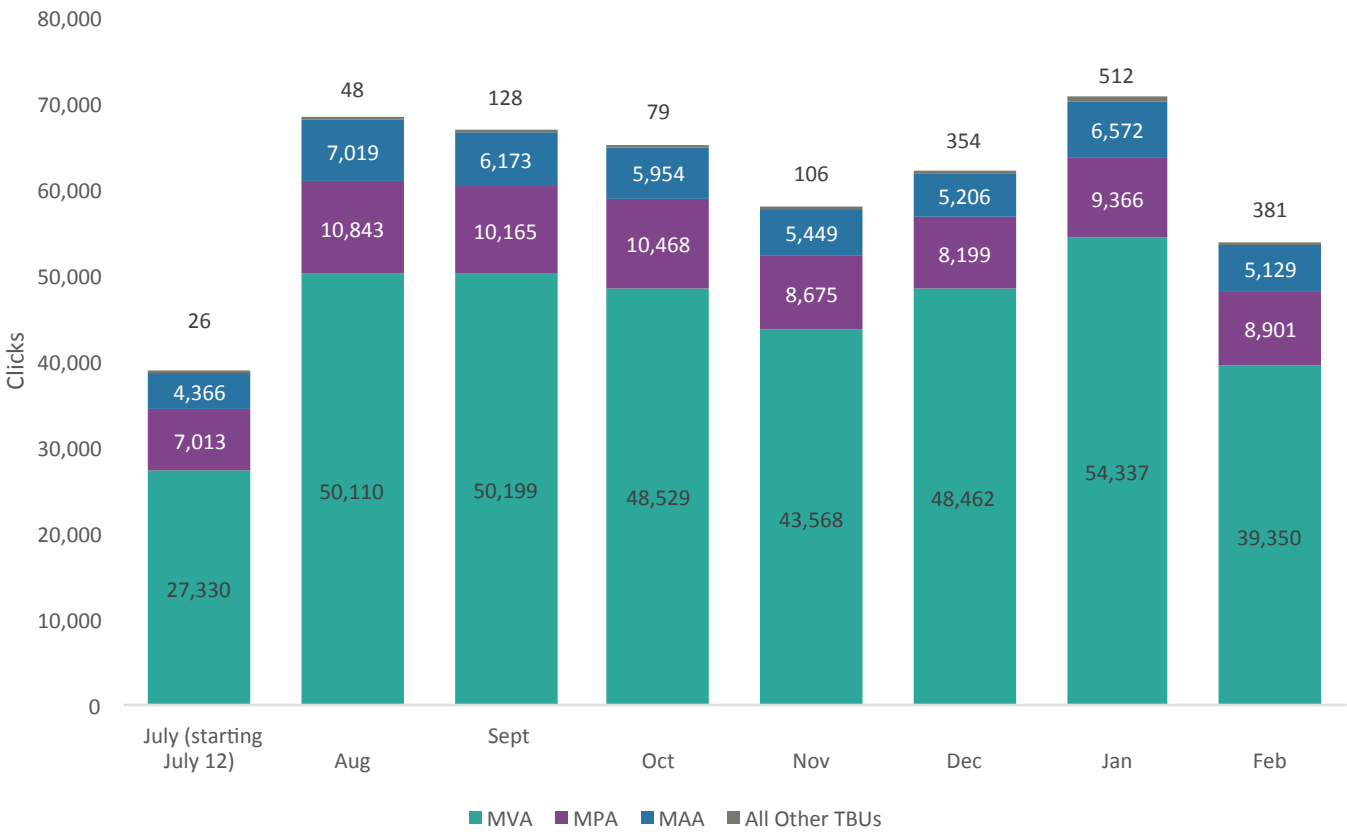
Chart 6.4.1: Google Translate Clicks on All MDOT Web Sites July 2016-Feb 2017



PERFORMANCE MEASURE 6.4

Communicate Effectively to Customers with English Language Barriers at Public Meetings

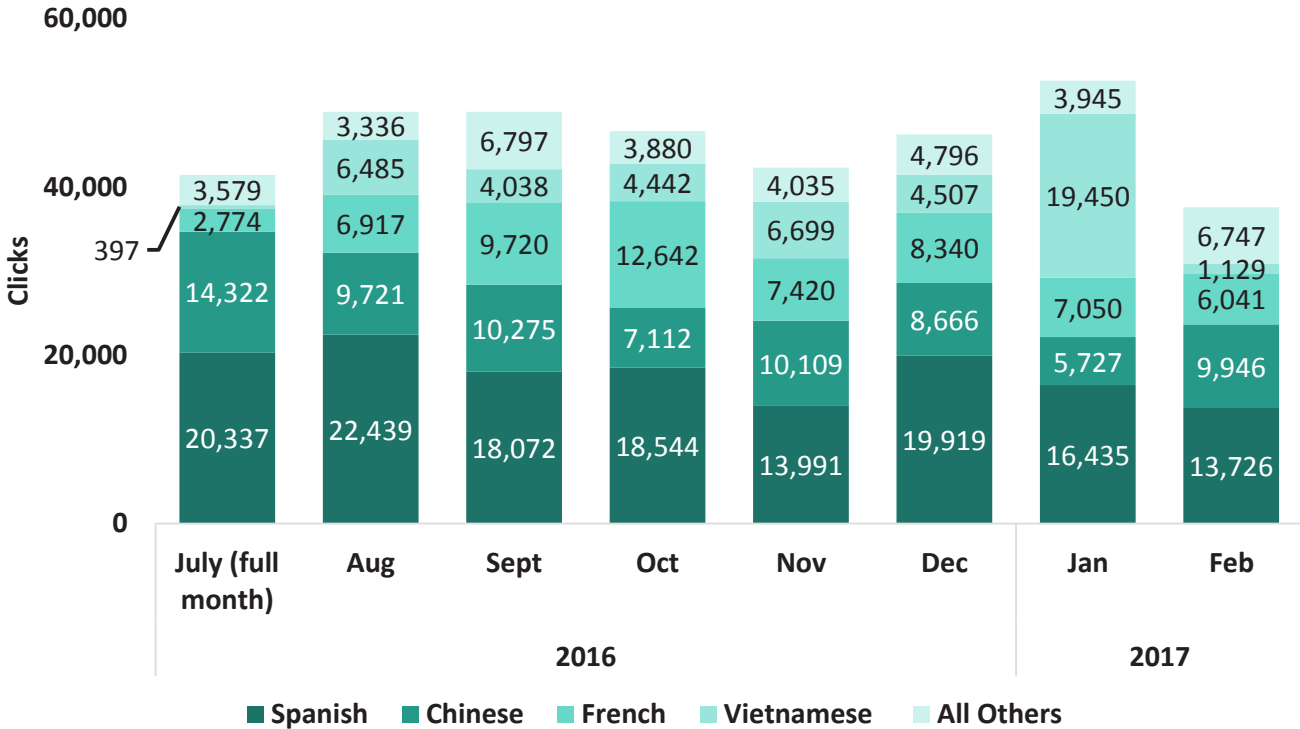
Chart 6.4.2: Google Translation Clicks by TBU Web Site July 2016-Feb 2017



PERFORMANCE MEASURE 6.4

Communicate Effectively to Customers with English Language Barriers at Public Meetings

Chart 6.4.3: Google Translation Clicks on MVA Web Site by Language July 2016 - Feb 2017



TANGIBLE RESULT DRIVER:

Diane Langhorne
The Secretary's Office

PERFORMANCE MEASURE DRIVER:

Jonathan Dean
*The Maryland Aviation Administration
(MAA)*

PURPOSE OF MEASURE:

To track news customers can use 24/7.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

Supported by all MDOT Communications Directors, measurement will include tracking estimates of media outlets that cover pitched stories and the number of pitches generated each month from submitting news releases.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.5

News Customers Can Use – Proactive Media Stories

TBU communications and public affairs leaders monitor MDOT activities and identify opportunities to publicize and promote unique and positive stories for customers. MDOT works to develop and maintain relationships with reporters and editors across the news media.

This new performance measure highlights MDOT communicators' work to create and disseminate distinctive stories to the news media and the general public. Customer service initiatives are a major emphasis of this media outreach.

For this new measure, MDOT has established that TBUs will identify several significant, leading media outlets. MDOT communicators will coordinate with these news outlets to produce stories related to customer service or new MDOT services. For each quarter, MDOT will highlight a number of positive news stories that were the result of the expanded outreach.

